



## DEPARTMENT OF THE AIR FORCE PACIFIC AIR FORCES

MEMORANDUM FOR A1, 81, CI

FROM: 35 FW/CC

SUBJECT: Misawa Online News Source Editorial Policy

1. The Misawa Online News source is an authorized electronic publication supporting the Misawa Air Base installation commander's internal information program and is the commander's primary communication tool to transmit information to the Misawa AB community. News and editorial content are furnished by the 35<sup>th</sup> Fighter Wing Public Affairs office.
2. With appropriate internet service, computer hardware and computer software, Misawa Online News is designed to be a continual information Web page keeping the community accurately informed with news and information. It is designed to be a quality-of-life tool helping and informing the Misawa community on matters that affect them. Misawa Online News and editorial content provide information for all members of the Misawa AB community, active-duty service members, family members, civilian employees, and retirees – worldwide.
3. News coverage and content conforms to policies of the Department of Defense, U.S. Air Force, Pacific Air Forces and the installation commander. News reporting will be factual and objective and avoid morbid, sensational or alarming details not necessary to factual news reporting. News writing distinguishes between fact and opinion. When an opinion is expressed, the source is identified. Misawa Online News doesn't publish commercial news and editorials.
4. Misawa Online News conforms to applicable regulations and laws relating to libel and copyright, the Air Force Privacy Act Program and Standards of Conduct. Articles also conform to style guidelines in the Associated Press Stylebook and Libel Manual.
5. The 35th Fighter Wing commander typically defers decisions on news propriety, story placement on the homepage, publication date and length of time a story will run, and use of photography to the chief of public affairs. News and feature stories on Misawa people and organizations include all U.S. military services; recognize performance excellence; and help set standards for mission accomplishment.
6. Locally-originated articles reflect the policies of the installation commander in the interest of the Department of Defense and U.S. Air Force. Editorials should help readers understand DoD policies and programs. They will not imply criticism of other government agencies nor advocate or dispute specific political, diplomatic or legislative matters. Misawa Online News does not use unsolicited statements or articles on legislative matters by people or agencies outside the DoD, including officials or candidates for public office.



7. Misawa Online News does not glamorize the use of alcohol and tobacco. Articles concerning club, unit or other activities may mention alcoholic beverages as long as the emphasis is on the club activities and not the beverages.

8. Misawa Online News will support unit, club and other authorized activities. Misawa Online News will not publish items such as for sale, yard sales, job vacancies or other advertisements that can be advertised through other sanctioned sources or agencies.

9. Due to manning limitations, requests for coverage should be made at least one week in advance to ensure public affairs and multi-media support are available. Exceptions will be made on a case-by-case basis and will be based on the event's news worthiness. Exceptions must be approved by the chief or deputy chief of public affairs.

10. News briefs and photographs submitted to advertise an event will appear online no earlier than one month prior to an event to ensure fair and equitable coverage for submissions from all base agencies. The Misawa Online News staff allocates news, feature and editorial space as deemed appropriate.

11. Before starting work on an unsolicited story for the Misawa Online News Source, people should call the internal information division at 226-3814 or e-mail [35fw.pa@misawa.af.mil](mailto:35fw.pa@misawa.af.mil). This will allow the staff to lay the ground rules on the story, including story length and story approach. Submitting a story to Misawa Online News, especially an unsolicited one, does not guarantee publication.

12. All articles submitted to the Misawa Online News Source are subject to revision to ensure conformity to Air Force journalism guidelines for news writing, "style" guidelines in the Associated Press Stylebook and Libel Manual. Submitted news articles may be rewritten with the original writer's opinions placed in quotes. The person rewriting the article will receive credit for writing it and will inform the original author of the change.

13. Misawa Online News articles are coordinated and reviewed for technical accuracy - not changes in writing style - with affected agencies as deemed appropriate by the chief of public affairs. Controversial or "sensitive" articles are coordinated with the installation commander and Headquarters PACAF Public Affairs Internal Information Division, when necessary, before publication.

14. Misawa Online News staff writes stories and runs photos of annual service-wide level award winners and wing and above changes of command. The staff will run a head and-shoulders photo and brief biography of the 35th Fighter Wing and Misawa Air Base's annual award winners as well as the base's top Airmen and Sailors of the year. All other award winners are recognized in a Misawa Salutes column, which includes promotions, group and squadron awards and special recognition of members of the Misawa AB community as submitted by the agencies involved.

15. Coverage of fund drives will be limited to the Combined Federal Campaign, the Air Force and Navy Assistance Funds and the Red Feather Campaign. News during a given week



determines coverage priority. The staff will coordinate with the fund drive key personnel to ensure appropriate coverage of these events.

16. Misawa Online News generally publishes on-the-job action photos. Photos unacceptable for publication include those containing alcoholic beverage or cigarette use; posed, group, check signing, ribbon cutting, retirement, reenlistment or award receipt photos, as well as "grip and grin" presentation photos; those containing controlled area badges; photos of DoD members not conforming to dress and appearance regulations; and poor quality photos. Only photos intended for use on Misawa Online News are coordinated by the Public Affairs staff with the wing official photographers.

17. All photos, articles and editorials will be reviewed by the 35th Fighter Wing Public Affairs office for security, accuracy, propriety and policy prior to publication. In addition, all major material appearing on Misawa Online News is coordinated in advance with the 35<sup>th</sup> Fighter Wing commander during a weekly staff meeting.

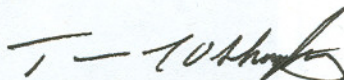
18. Misawa Online News staff will update the webpage as needed. News, Leisure and Sports Briefs will be updated at least twice weekly except during Operational Readiness Exercises and Inspections. During exercises and inspections, the webpage will be updated as time permits.

19. News, commentaries and features will appear in order of prominence in the proper sections based on priority and timeliness and will be updated at least twice weekly except during exercises and inspections.

20. Articles that do not meet, at a minimum, one of the 10 elements of news will not be considered for publication. Elements of news are what determines a story's "newsworthiness." Timeliness – its news; prominence – is it important for the majority of the base to know; oddity – unusual is news; emotion – how do people feel about it; consequence – what is the effect on the reader; proximity – does the event place at Misawa or involve its people or mission; drama – dramatic events; human interest – people doing interesting things; progress – technological advances; and conflicts – man vs. man, man vs. nature, etc.

21. News, Leisure and Sports Briefs are not archived and will not be repeated if the reader misses the brief after the event has passed and the section has been updated to include birth announcements, promotions and graduations.

22. The connectivity and service of the Misawa Online News Web page is the responsibility of the user, Internet provider and/or the Web master or server owner. The 35th Fighter Wing Public Affairs office is only responsible for Web page content. If you experience any connection problems to Misawa Online News, contact your Internet provider or server owner.



TERRENCE J O'SHAUGHNESSY, Colonel, USAF  
Commander, 35th Fighter Wing